

WHOLESALE SUCCESS

Meeting The Needs and Values of Wholesale Produce Buyers

Meeting the needs and values of produce buyers is fundamental to creating a healthy long-term relationship. How to actively seek buyers is just the start. Who is your customer and why do they buy? Maintaining the relationship requires attention to details from bunch sizes, labels, and lot codes, contracts, pricing, communication, sequential planting, quality control, trends and more. Learn how to serve the wholesale market and make your farm a highly desired source of fresh produce.

Participating farmers will receive a free copy of the Wholesale Success manual*. Normally a \$70 retail value, this 300 plus page manual, now in its 5th edition, has been updated to include the latest food safety information from the Food Safety Modernization Act. Wholesale Success covers best practices for food safety, postharvest handling, packing, marketing and crop-specific profiles for over 100 crops.

* FamilyFarmed (through Community FARE) provided free manuals to several farmers in our region this year. Those recipients will not receive another manual.

Date:
January 23 – 24, 2017

Registration details at:
Communityfare.org

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Location:
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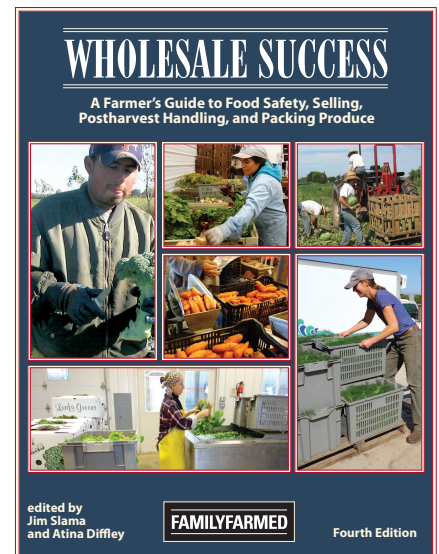


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Our trainer, Atina Diffley, is an organic farmer and author of the 2012 award winning memoir, *Turn Here Sweetcorn: Organic Farming Works*.

What Farmers Are Saying:

“Tremendous resource! Wholesale Success book is a gem.”

“Easily one of the best presentations I have heard on anything anywhere!”

“Wonderful! Lots of very useful, actionable information that will help me grow my farm business.”

“Atina Diffley did an excellent job!”